

CITY OF
HAYWARD
HEART OF THE BAY

**Council Economic Development
Committee
Regular Meeting, April 6, 2015**

Micah Hinkle, Economic Development Manager



Industrial Real Estate Market Update (Oral Report)



Implementation of Parking Fees at the Hayward BART Station – Impacts and Next Steps



PARKING IS AN ASSET

- Well-designed parking management policies create:
 - Vibrant Commercial Districts
 - Parking Supply Turn-over
 - Travel Choices for Residents, Visitors and Merchants
 - Effective tools for communities to assist in development goals (Smart Growth)
 - Revenue Streams

DOWNTOWN PARKING OVERVIEW

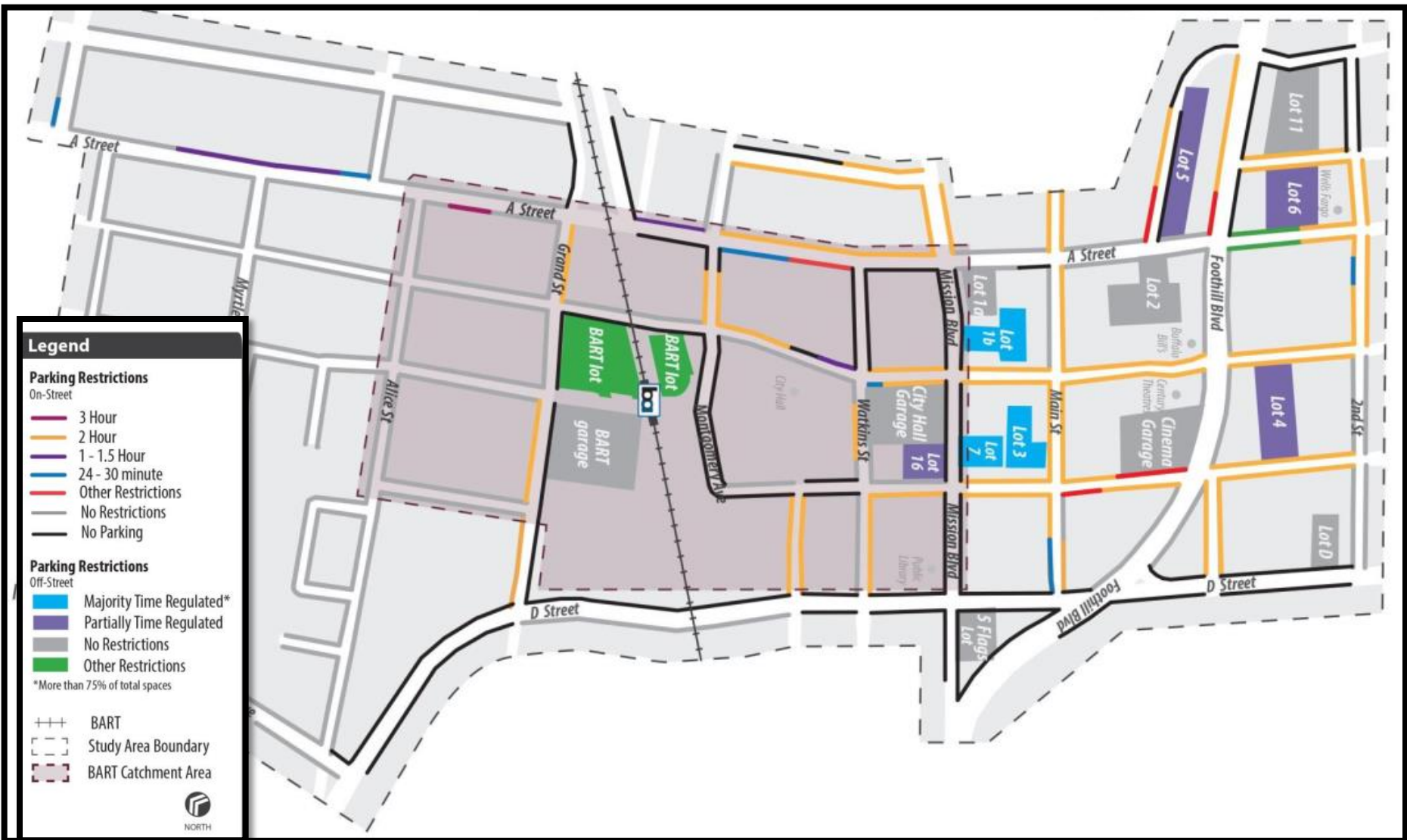
- BART notified City Staff of it's intent to implement parking fees in the Downtown Hayward Station
- Internal Staff working group developed “interim” strategies effective Jan 5th, 2015
 - Close gaps
 - Standardize restrictions
 - Implement enforcement



- Outreach to Downtown Businesses on B St. and Mission Blvd
- Public Meeting held in October, 2014
- Approximately 40 residents and business owners attended
- Residents inquired regarding Residential Parking Permit (RPP) Program
- Merchants expressed concern about employee parking

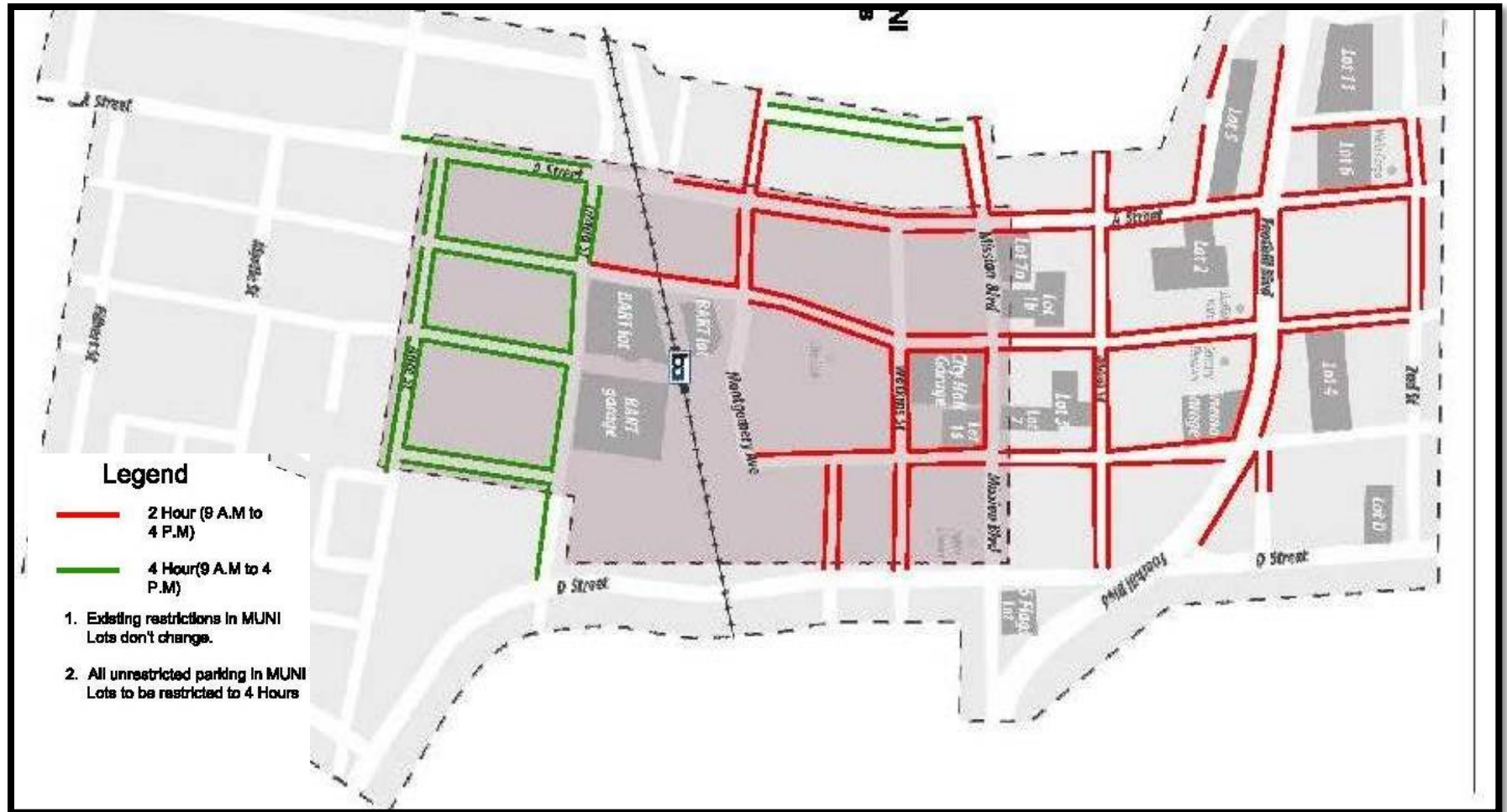
City Council reviewed and approved “interim” strategies in Nov, 2014

Prior Downtown Parking Restrictions



Interim Parking Restrictions

As of January 5, 2015



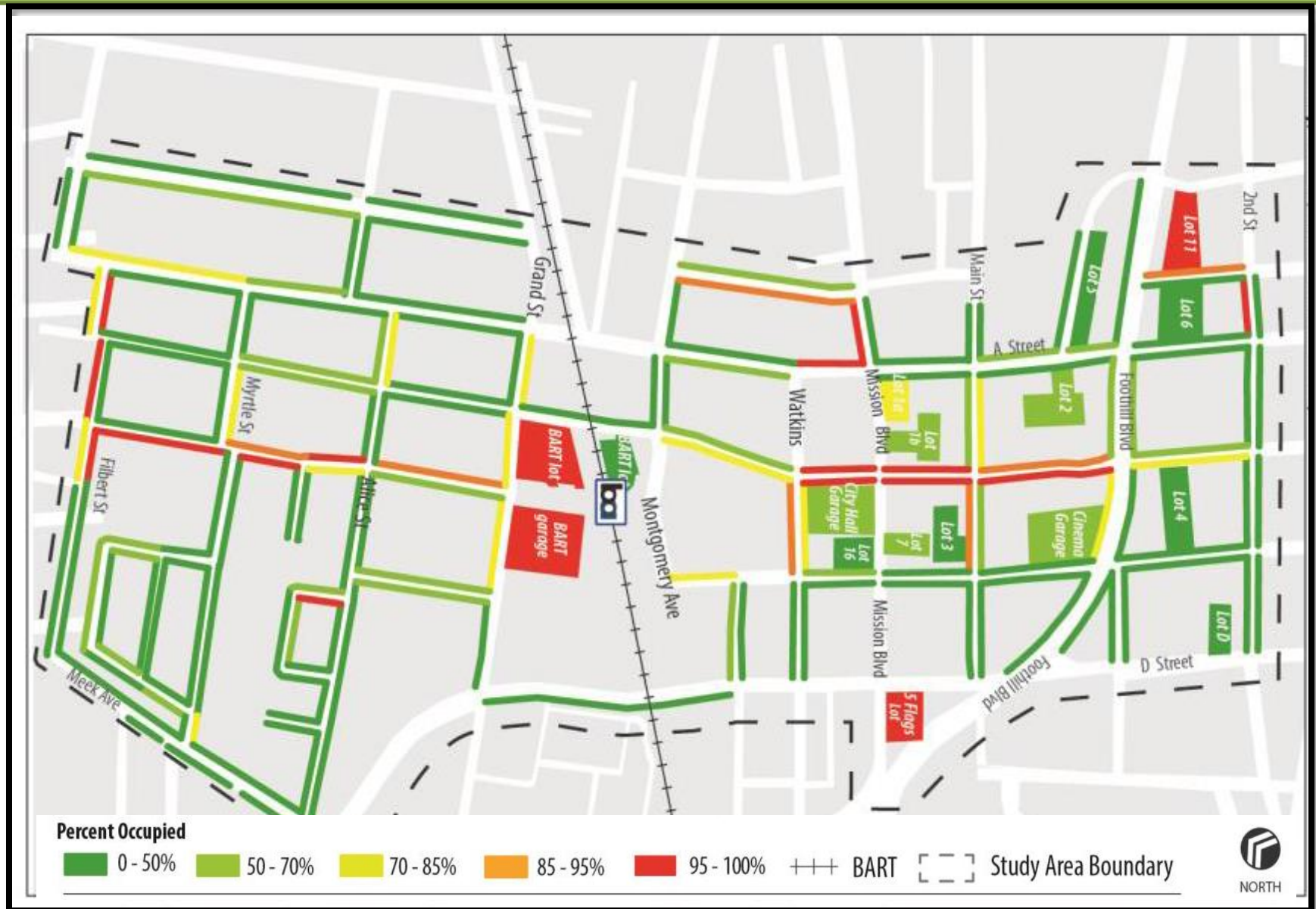
Preliminary Results

Typical Weekday, 12PM - (August 2014)



Preliminary Results

Typical Weekday, 12PM - (Feb, 2015)



Occupancy of Municipal Parking Facilities – Feb, 2015

Facility	AM	Midday	Early PM	Evening
LOT 1a - Mission Blvd & A Street	6%	81%	31%	88%
LOT 1b - Mission Blvd	25%	54%	55%	48%
LOT 2 - A Street btwn Foothill & Main St	34%	62%	78%	81%
LOT 3 - Main St btwn B and C Sts	92%	68%	42%	68%
LOT 4 - B St btwn Foothill & 2nd St	14%	17%	13%	10%
LOT 5 - A St btwn City Center & Foothill	18%	32%	62%	53%
LOT 6 - A St btwn Foothill & 2nd St	25%	38%	30%	51%
LOT 7 - Mission Blvd btwn B and C St	60%	60%	50%	60%
LOT 11 - Russell Way btwn Foothill & 2nd	7%	100%	65%	9%
5 Flags - Mission & D St	66%	97%	69%	94%
Lot D - D St and 2nd St	14%	10%	10%	10%
Cinema Place Garage - Foothill & C St	19%	51%	36%	40%
City Hall Garage - Watkins & B St	50%	54%	40%	25%
LOT 16 - Mission & C St	6%	49%	30%	0%

Legend	
Under-utilized	< 55%
Near Capacity	80-85%
At Capacity	> 85%

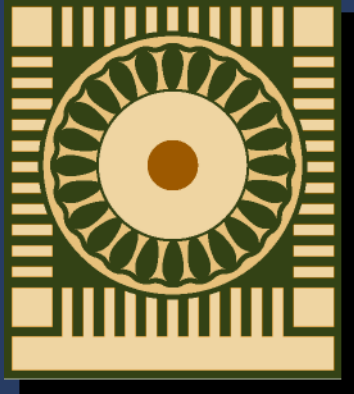
- Parking demand and management study, focusing on:
 - Time restrictions
 - Residential permits
 - Merchant permits
- Community feedback survey and public outreach
- Educate residents and business about parking management tools
- Pricing as a tool for demand management
- Propose technology to create more efficient parking management system
- Comprehensive enforcement for the downtown and elsewhere

- City Council authorization (April 14th)
- Community outreach (June/July 2015)
- Draft report (August 2015)
- Presentation to Council (Sept-Oct 2015)
- Final Report (Nov 2015)

Questions?

Approval of Minutes for Regular Meeting on February 2, 2015





Adjournment

